H. H. FUDGER, President
J. WOOD, Manager

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES.
Fresh northwesterly winds; fair and moderately cold.

THE ROBERT SIMPSON COMPANY, LIMITED

MONDAY, JAN. 18, 1909

The Month of Roses Forestalled by the Month of White

BRIDES OF JUNE, 1909—let us call your attention to the fact that it is very much the part of prudence to buy your trousseaux in January. For these reasons among many others:

You are saved something of the inevitable rush of the last weeks.

You have time to pick and choose and decide on what you really like.

It is ever so much cheaper.

You know, of course, why that is. You understand how it is an economy to take advantage of the January Whitewear Sale. We want to emphasize the fact that this economy applies on the very nicest kinds of matched lingerie. Trousseaux may be profitably chosen now for weddings planned months ahead. We can show you delightful alternatives if you come Monday and ask to see what we have.

We will have the following on special display:

A Beautiful Matched Set of Four Pieces

for brides or ladies of particular taste. Finest nainsook gown, petticoat, drawers and corset cover, all exactly matched and trimmed with fine embroidery beadings and silk ribbons, sizes 34 to 42 bust measure, set of 4 pieces—regular price $14, sale price Monday, $10.95; or set of 3 pieces—gown, drawers and corset cover, regular price $9.25. Sale price Monday, $7.25.

Charming Lace Trimmed Petticoats, fine nainsook, 22-inch flounce, 4 clusters of small tucks, 3 rows fine Valenciennes lace and ruffle of Val. lace, dust ruffle. French band, sizes 38 to 44 inches long. Regular value $3.25 each. Monday sale price, **$2.39.**

Corset Cover, a dainty style, in fine nainsook, front and back has six clusters of narrow tucks, neck trimmed with narrow ruffle of very fine hand embroidery, beading and silk ribbon, embroidery on arms, full front, peplin skirt. Regular value $1.00 each. Monday sale price, **75c.**

Petticoats, fine cotton, deep flounce, trimmed with vertical rows of fine lace and clusters of tucks all around, flounce finished with ruffle of wide fine lace, dust ruffle, lengths 38, 40, 42 in. A stylish skirt. Regular price $1.65 each. Monday sale price, **$1.00.**

Drawers for large women, fine cotton, wide hemstitched tuck and ruffle of fine embroidery, all lengths, sizes for 40 to 44 bust measure. Regular price 95c pair. Monday sale price **45c** pair.

Night Dresses, for extra large women, fine cotton, Mother Hubbard style, yoke has 42 small tucks, hemstitched ruffle on neck, front and cuffs, high neck, long sleeves, for women 42 to 46 bust measure. Regular value $1.20 each. Monday Sale price **89c.**

Drawers, fine nainsook, six small tucks, wide ruffle of extra fine embroidery, joined to drawers, with narrow embroidery beading, both styles, all sizes. Regular value $1.50 a pair. Monday Sale price **95c** pair.

Isabelle Suits, 2-piece, drawers and corset cover in one, prettily trimmed with Maltese lace frills and insertion, embroidery beading at waist, with draw ribbon, lace beading and silk ribbon around neck, sizes 34 to 42 bust. Reg. value $3.50 each. Monday sale price **$2.50.**

Isabelle Suits, 2-piece, corset cover and drawers in one, fine nainsook, trimmed with beautiful fine embroidery beadings, silk ribbons and ruffles of finest embroidery, sizes 34 to 44 bust measure. Regular value $5.00 a suit. Monday Sale price **$3.50.**

Boys' Day Monday—$5.50 to $7 Overcoats for $2.95

And two good values in school suits also.

Boys' high-grade Fancy Overcoats, consisting of heavy unfinished English Serges, Mackinaw Cloths, Grey Naps, and Chinchillas, made in the latest American double-breasted style, finished with velvet collar, gilt and pearl buttons and fancy emblem on sleeves. Flannel and Italian linings. Sizes 3 to 8 years. Regular $5.50 to $7.00. Clearing Monday at..... **2.95**

Boys' Three-piece Double Breasted Suits, in fine imported heavy weight English tweeds, in grey mixed colorings, well lined and tailored, nicely finished, sizes 28 to 33. Special bargain, **$4.50.**

Boys' Two-piece Norfolk Suits, in heavy winter weight Scotch tweeds, strong and durable, in medium grey and dark grey mixtures, with pin dots, heavy linings, nicely tailored, bloomer pants, sizes 25 to 28, special bargain **$3.00;** sizes 29 to 30, special bargain **$4.00.**

Ladies' Underwear One-third to One-half Reduced

Ladies' Vests and Drawers, fine, heavy ribbed merino or cotton, colors white, natural, cream, ecru or black. Vests are high neck, long sleeves, buttoned front. Drawers are ankle length in both styles, sizes 30 to 46 bust measure. Regular prices 50c to 75c. Monday, each, **29c.**

Ladies' Equestrienne Tights, fine black ribbed wool, with thread of cotton, elastic top, ankle length, sizes 32 to 40 bust measure. Monday, each, **75c.**

Ladies' Vests, fine, heavy ribbed cotton, natural color, high neck, long sleeves, buttoned front, finished with lace and ribbon, sizes 32 to 38 bust measure. Regular price 25c. Monday, to clear, **15c.**

Children's Vests and Drawers, fine natural color ribbed wool, with cotton, Health Brand, or fine fleece lined cotton, Watson unshrinkable make. Vests high neck, long sleeves, buttoned and closed front. Sizes for 2 to 10 years in the lot. Regular values 40c to 60c. Monday, all sizes, **25c.**

Clocks and Silverware at January Reductions

First the clocks—you'll be interested in clocks. You may get

$1.00 Alarm Clocks, Monday **79c.**
$1.25 Alarm Clocks, Monday **89c.**
$2.00 Alarm Clocks, brass, Monday **$1.19.**
$2.00 Alarm Clocks, repeaters, Monday **$1.50.**
$2.00 Gilt Clocks, Monday **$1.29.**
50 set Dessert Knives, best Sheffield steel, celluloid handles. Regular selling $2.25 dozen. Monday, set of 6, **69c.**

Fish, Meat and Game Carvers, less than cost to clear.

Silverware and Plated Goods, ½ price. Photo Frames, Toilet Sets, Brushes, Combs, Mirrors, Vases, Tea Sets, Tea Pots, Cake Baskets, Nut Bowls, Butter Dishes, Egg Stands, Hot Water Jugs, Claret Jugs, Fern Pots, etc. Regular selling $1.00 to $28.00. Monday ½ price, **50c to $14.00.**

Cashmere Stockings

Women's Black Cashmere Hose, seamless throughout, spliced heel and toe. Regular 25c. Monday, per pair **20c.**

BOYS' STOCKINGS.

Boys' Heavy All-wool Black Ribbed Stockings, for hard wear and cold weather, sizes 6 to 10. Special Monday, **25c.**

Men's Lined Gloves 59c

Men's Tan Mocha Wool Lined Gloves, dome fasteners, gore wrist, all sizes. Regular 75c. Monday **59c.**

In the Cloak Department

REDUCTIONS in all the winter stocks. Women's Coats, Girls' Dresses, Girls' Coats emphasized particularly for Monday.

WOMEN'S COATS FOR $4.95.

300 Coats for Women, made in some of the best styles and tailored with the workmanship and finish which have made these coats famous. Tweeds in stripes and checks of mid grey, greenish and brown tones, single and double breasted, sacque and semi-fitting back, velvet or stole collars, yoke of some of these lined with self. Monday **$4.95.**

Black and brown frieze and black vicuna, of splendid quality and finish, made with sacque and Prince Chap back; coat, collars and stole effects, neatly trimmed with velvet. Monday **$4.95.**

GIRLS' DRESSES.

For the little tots, French Dress of navy and cardinal cashmere, full gathered skirt, trimmed with white silk cord and tiny buttons to suit ages 2 and 3 years. Regular $3.00. Monday **$1.50.**

Girls' Dress of tartan plaid, made in French style, with adjustable waistband, prettily trimmed with plain cashmere, giving broad shoulder effect, sizes 3, 4, 5 and 6 years. Monday **$1.95.**

Girls' Dresses of cashmere, in cardinal only, two styles, full pleated skirts, fancy silk braid trimmings and tucking, sizes 6 to 14 years. Regular $3.00 and $3.50. Monday **$1.95.**

Buster Brown Dresses of Panama, in green only, three box pleats down front and back, finished with black leather belt, sizes 4 and 5 years. Regular $2.75. Monday **$1.95.**

GIRLS' COATS.

Venetian, Broadcloth and Serge Sample Coats, imported from New York. Colors are navy, pearl grey, cardinal and fawns, lined throughout, some plain tailored, others elaborately trimmed, sizes 2, 4 and 5 years. Regular $5.00 to $8.50. Monday **$3.95.**

Girls' Full Length Blanket Cloth Coats, double breasted style, military collar, trimmed with gilt top button, colors are navy and cardinal, sizes 8 to 14 years. Monday **$4.95.**

Girl's Coat of heavy tweed, in green overcheck, inverted pleat back, velvet collar, trimmed with fancy braid, and cloth covered buttons, sizes 6 to 14 years. Monday **$4.95.**

Girl's Coat, made in military style of imported frieze, in navy only, yoke lined with self, velvet collar of stole effect, military braid trimmings around collar, down front and on cuffs, and on deep side pleats, sizes 6 to 14 years. Monday **$4.95.**

Monday Specials in Silks

A BIG SHIPMENT of Rich Dress Silk and Satins just received in stock, Satin Mousseline, Satin Liberty, Satin Merveilleux, Chiffon Taffeta, Untearable Taffeta (wear guaranteed), Shantungs, weaves, in the fashionable shades of Amethyst, Maize, Champagne, Tan, Sky, Pink, Rose, Peacock, Taupe, Reseda, Myrtle, Moss, Elephant, Navys, Browns, etc.

Satin Messaline, beautiful rich satin finish, in the latest colorings, including cream and ivory. Worth $1.00 a yard. January Sale price, **75c.**

Satin Merveilleux, a firm, durable quality, in subdued satin finish, in all colors, including ivory and cream. Worth $1.00 yard. January Sale price, **75c.**

Untearable Taffeta, a silk without question the strongest and most reliable made, "wear guaranteed," sold only by this store, in navys, browns, greens, grey, sky, pink, etc., also white, ivory and black. Worth 75c a yard. January Sale price, **50c.**

Shantung Silk, imported direct from Honan, China, superior quality, comes in natural shade only, 34 inches wide. Worth $1.00 a yard. January Sale price, **79c.**

Directoire Satin Cloths

We have just received a shipment of "Directoire" Satin Cloths, in a beautiful selection of new colorings, rich shades of mahogany, myrtle, taupe, new blue, canard, rose, raspberry, tan, corn, hello, pink, cream, pale blue etc., soft draping qualities, with rich, lustrous finish. Positively uncrushable.

"Directoire" Satin Cloths are the choice of London, Paris and New York, for early spring wear, and we shall show an immense variety of qualities and colorings in these fashionable cloths.

See our special Satin "Directoire, 40 inches wide, **$1.25** per yard.

Free During January

CARPETS made, laid and lined.
CURTAINS made, fitted and hung.
FURNITURE re-covered.
CUSHIONS made and covered.

Mantel, window, portiere draperies, etc., etc., designed, made and fitted.

In fact any work done by our carpet and curtain department during this entire month—absolutely free.

5 Lbs. Pure Celona Tea, $1.05

Celona Tea is a blend of India and Ceylon Teas, with a smooth, rich taste and even, delicious flavor. Monday, black or mixed, 5 lbs., **$1.05.**

In the Grocery Dept.

6,000 tins Finest Canned Tomatoes, Farmer's Brand, per tin, **8c.**
Canned Corn or Peas, 3 tins, **25c.**
Finest Gold Dust Cornmeal, per stone, **35c.**
Choice Picnic Hams, 6 to 8 lbs. each, per lb., **13c.**
Jam, in 5-lb. pail, assorted, per pail, **88c.**
Choice Prunes, 4 lbs., **25c.**
One car California Oranges, good size, sweet and seedless, per dozen, **25c.**
Choice Canned Pineapple, sliced, 1½-lb. tin, regular 15c, 2 tins **25c.**
Old Dutch Cleanser, 3 tins, **25c.**
Powdered Ammonia, 3 packages, **25c.**
Sunlight Soap, 6 bars, **25c.**
Comfort Soap, per cake, **4c.**

Good Wall Paper Reduced

English, French, German and American papers reduced.

Stock taking is nearly on us and papers must move out. The quality is high, the prices are very low for Monday.

2,900 rolls Imported Papers, for parlors, dining rooms, halls, dens and libraries, exclusive colorings and designs. Regular to 75c, Monday **33c.**

2,900 rolls Imported Papers, for general living or sleeping rooms, well tinted, effective designs, bright and dull finish. Regular to 35c, Monday **17c.**

2,900 rolls Mixed Papers, for any home room, well assorted colorings, floral and set designs. Regular to 20c, Monday **9c.**

7,950 feet Room Moulding. Regular 2½c. Monday 1½c per foot.

'And this,' Said Mrs. Jack, 'Will be Your Room'

THE letter said Monday, but she came on Saturday, for her train gained so much on expectation as to connect in Buffalo as per schedule, instead of causing the usual "layover" in that city over Sunday.

Mrs. Jack would have been a little flustered, perhaps, at a former period, seeing that her husband's sister was practically a total stranger and credited with strong and instantaneous prejudices by her candidly-minded brother, but on this occasion she didn't turn a hair.

"And this will be your room just as long as you care to keep it," said she, flinging back the door of one of the erstwhile half empty guest chambers.

"What pretty curtains," exclaimed her sister-in-law at first breath.

"Don't you like them?" asked Mrs. Jack, with modest pride.

"Lovely! And the Circassian walnut, and that 'woodsy' rug! Say, that brother of mine has taste in more ways than one."

"I helped choose," put in Mrs. Jack.

"Of course you did," said her sister-in-law. "I was referring to his choice of a home-maker. That's where his taste shows."

"You mustn't forget to credit the Simpson Housefurnishing Club," said Mrs. Jack, and she explained in detail.

* * * * * *

It's a satisfaction to have your guests appreciate your thought and judgment in the manner of your house arrangement. Have you realized how much our Housefurnishing Club can help you to reach your ideal?

The Club plan allows you to spread the cost of housefurnishings over the next six months, charging you only the ordinary cash prices. The only thing is that you must choose your goods at once. And you must be a house owner.

The Club Office is on the first floor of the New Building, at the James street side. Talk it over with the Club Secretary to-morrow.

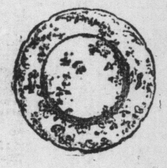
MONDAY BASEMENT SALE

CUT GLASS.

Richly Cut Sugars and Cream Bowls, Celery Trays and Water Bottles; regular $5.00. Monday **2.50**

CHINAWARE.

English Semi-porcelain Dinner Sets of first quality, made by the famous Grindley Potteries, choice of four handsome and effective decorations in pink, green, blue or white and gold; each set contains a complete dinner and tea service of 97 pieces. Monday **10.75**



Bread and Butter Plates, pretty pink floral decoration; reg. $2 doz. Monday each .... **.8**

Oatmeal Dishes, regular $2 dozen. Monday each.... **.8**

Complete 10-piece Toilet Sets, English semi-porcelain, full size shapes, rolled rim basin, blue, green or pink prints. Monday .. **1.95**

Cups and Saucers, violet decoration, reg. 35c. Monday.. **.19**

German China Cuspidores; regular 25c. Monday .. **.19**

GLASSWARE.

Salt and Pepper Shakers, plain clear glass; regular 30c. Monday, pair .. **.19**

Wine Glasses, thin blown, bell shape. Monday, 6 for .. **.19**

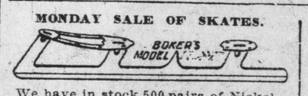
Tumblers, bell shape; regular 65c dozen. Monday, each .... **.4**

Stand Lamps, complete, medium size; reg. 40c. Monday .... **.29**

Berry Bowls, assorted; regular up to 35c. Monday .... **.15**

Table Sets, American pressed cut. Monday **1.25**

MONDAY SALE OF SKATES.



We have in stock 500 pairs of Nickel-plated Hockey Skates, in odd sizes, which we will put on sale Monday as follows:—

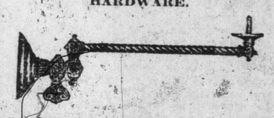
Crescent Viking, Alert and Improved Double-ender Hockey Skates; regular up to $1.50 pair. Monday, pair .... **.75**

Boker's Dominion Double-ender and Beauty and Model Flanged Runner Hockey Skates; regular $2.00 pair. Monday, pair **1.39**

Boker's Victor, Swift and Meteor Double-ender Hockey Skates; regular up to $3.50 pair. Monday **2.48**

Fisher's Racing and Hockey Tubes; regular $5.00 pair. Monday, pair **3.50**

HARDWARE.



Gas Brackets, rope pattern—Stiff, **23c; single swing, 33c; double swing, 58c;** kitchen pendants, regular 50c. Monday .... **.39**

Simplex Inverted Burners, complete with frosted globe and mantle; regular $1.25. Monday .... **.69**

Chandeliers, with fancy centre, twisted or cast arms, complete with frosted globes—
Two light, reg. $4.00. Monday **2.98**
Three light, reg. $5.00. Monday **3.98**

Genuine Lindsay Burners, complete with double wire mantle and white Q globe; reg. 75c. Monday .... **.59**

Lindsay Wizard Double Wire Mantles; reg. 20c. Monday two for .... **.25**

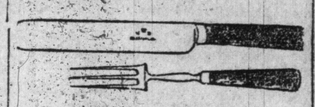
An assortment of Screw Drivers, Hatchets, Padlocks, Door Locks, Door Knobs, Gas Pliers, Hand Saws, etc., regular 25c. Monday .... **.15**

High-grade Imported Enamelware, tea and coffee pots, tea kettles, rice boilers, sauce pans, water pitchers, stock pots, etc. Monday a special discount of **25 per cent.** on the entire lot.

Thermometers and Barometers, tin cased, regular 50c. Monday .... **.33**

Brass and Nickel-plated Wire Hat and Coat Hooks, regular 20c doz. Monday, dozen .... **.10**

Coping Saws, wire frame, regular 15c. Monday .... **.10**



Carving Knives and Forks, stag handle; regular $1.00. Monday .... **.69**

Single Razor Strops. Monday .... **.19**

Shoe Daubers, metal handles, regular 20c. Monday, special .... **.13**

Regular 15c. Monday, special .... **.9**

Nail Brushes. Monday, special 2 for .... **.5**

Corn Brooms, regular 35c. Monday, special .. **.28**

Regular 30c. Monday, special .... **.23**

Japanned Oval Trays, extra heavy grade:—
20-inch, regular 50c. Monday **.35**
22-inch, regular 60c. Monday **.45**
24-inch, regular 75c. Monday **.55**

Round Nickel-plated Trays, 13-in. diameter. Monday, special .... **.10**

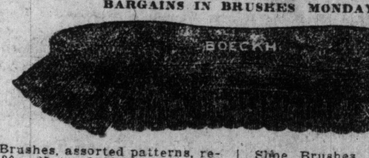
White Enamelware, wash bowls, mixing bowls, oblong pudding dishes, round pudding dishes, oval pudding dishes, milk pans, etc., regular up to 50c. Monday, special .... **.19**

"Royal" Clothes Wringers, ball bearing, 11-inch rubber rolls, guaranteed for five years in family use, a strictly high-grade wringer, regular $6.00. Monday, special **4.95**

Glass Wash Boards, regular 35c. Monday, special .... **.21**

Wash Boilers, heavy tin with copper bottom, pit or flat, size 8 and 9, regular $1.45. Monday, special.. .... **1.10**

BARGAINS IN BRUSHES MONDAY.



Scrub Brushes, assorted patterns, regular 20c, 25c and 30c. Monday, special .... **.15**

Stove Brushes, assorted patterns and styles, regular up to 40c. Monday, special .... **.19**

Shoe Brushes, handled or English style, regular up to 45c. Monday, special .... **.19**

Bannister Brushes, regular up to 60c. Monday, special .... **.45**